

# Bank Marketing Index to 1983 Articles

## Authors

**Allhusen, James J., and Hite, Richard K.:** The Lobby ATM as Cost-Cutter (February, p. 10).

**Ashley, William C.:** Issues Management: New Tool for New Times (August, p. 10).

**Barnard, U.S. Rep. Douglas:** Deregulation 'Has Only Just Begun' (June, p. 21).

**Barnewall, Marilyn MacGruder:** Why Banks Have Edge in Financial Planning Services (November, p. 29).

**Bartling, Charles E.:** Hard-Ball Time for Public Relations (June, p. 42). Naisbitt Forecasts Cultural About-Face for Banks (June, p. 38).

**Batthey, Phil:** Critical Differences Between Airline, Banking Deregulation (December, p. 4).

**Blackwell, Roger D.:** How To Develop High-Yield Strategies (May, p. 16).

**Blail, Gordon B.:** Pricing and Decision Making: Front and Center (April, p. 24). The Case for Capital Budgeting in Marketing (January, p. 9).

**Brookhart, Smith W. III.:** *Officers Perspective:* Segmentation in a 'Park Without Fences' (June, p. 2). Tackling the 'People Problem' (February, p. 4).

**Carcione, Sandra G.:** Blue-Skying On Technology and Marketing (July, p. 38). Special Report: Ad Conference: Heed the Consumer's Voice, Marketers Advised: (June, p. 30). POS—New Battleground for the Payment System (May, p. 21). Word From the Trenches on Financial Planning: 'A High-Powered Weapon To Capture the Middle Market' (November, p. 34).

**Cosse, Thomas J., and Hodges, Bob S. III.:** The Mail Survey—More To It Than Counting the Returns (April, p. 10).

**Cunningham, Deanna:** *Washington Report:* How New Maryland Bank Carves Out International Niche (November, p. 4).

**Curtis, William C., Jr.:** How Florida National Marketing Team Mined MMA 'Gold' (March, p. 18).

**Deutsch, Barry I.:** *Officer's Perspective:* A Look at BMA's Report Card (January, p. 4). Keeping and Eye on the Long Run in Marketing (May, p. 2).

**Dince, Robert R., and Boulton, William R.:** BMA School Emphasizes Strategic Planning (January, p. 15).

**Dowell, Kim:** Organizing A Business Development Board That Really Does Its Job (September, p. 21).

**Eastman, Jack B.:** How To Boost the Rate of Return on Direct Mail Surveys (September, p. 16).

**Edwards, Jim:** The 80/20 Rule Under Deregulation (February, p. 22).

**Farrell, Bruce C.:** Breaking the Referral Barrier Inside the Bank (May, p. 8).

**Fesus, George J.:** MasterTeller—A 'Limited' Service on the ATM Scene (January, p. 12).

**Ficquette, Tom:** What It Takes To Transform Your Bank Into A Vibrant Sales Organization (September, p. 10).

**Hanks, Douglas R.:** *Community Bank Update:* How To Make Training Programs Pay Off (June, p. 4). Marketing to Shareholders: Management's Best Defense Against Acquisition (October, p. 12). Withholding at Source: 1983's Golden Opportunity (March, p. 6).

**Hillestad, James H.:** How To Use Trade Shows To Sell Financial Services (December, p. 14).

**Hollingsworth, Harry:** The "Big A" Beckons for October Convention (August, p. 32).

**Holtzman, Henry:** Going That Extra Mile in Marketing 401 (k) Plans—The Employee Communications Package (July, p. 7).

**Huemer, David A.:** Visa's 'Electron' Card Aims at Global Electronic Transactions (February, p. 15).

**Klaisle, William J.:** Developing a Niche Strategy (December, p. 17).

**Kramer, Robert L.:** Have Banks Been

Oversold on the Affluent Market? (March, p. 14).

**Ladner, Robert:** When Your Survey Gets Hauled Into Court (December, p. 23).

**Landon, E. Laird:** *Sales Management Update:* Selling the Middle Market (December, p. 11).

**Laslie, John L.C.:** Basic Training for Bank Sales (November, p. 22).

**Lee, Robert E.:** Shaping Your Bank's Corporate Identity (October, p. 20).

**Mandell, Lewis:** Financial Self-Portraits: A Cost-Effective Way To Reach the Affluent Market (March, p. 9).

**McDaniel, Marlene and Ostendorf, Virginia:** A Speedy Way To 'Reach Out' and Teach Employees: Teletraining (November, p. 42).

**Motley, Lawrence "Biff":** *Community Bank Update:* Adding Asset Management to Product Plan (January, p. 6). Putting Together an Asset Management Account (April, p. 8). Seven Steps to an Ongoing Direct Marketing System (July, p. 4). Strategies Behind Tactics Determine October 1 Results (November, p. 6).

**Neel, James C.:** How To Get a Picture of Phone Service (July, p. 23).

**Olafson, John M.:** The Money Manager—A Far-Out Success (August, p. 20).

**Oldfield, Kathryn:** Bucking the Trend—Idaho Bank Rounds Up Its Smallest Savers (October, p. 43). From Marketer to State Regulator—Overseeing Indiana's Financial Institutions (September, p. 24). Making a Pitch for Small Business: Two Banks That Scored (July, p. 30). Premiums On Hold, But Making New Strides (July, p. 16). Why Marketers Need Software To Run the Show (July, p. 13).

**Pennebaker, Kenneth J.:** *Officer's Perspective:* High-Quality Service at a Competitive Price (March, p. 4). How About Ice Cream, Coca Cola, Pizza, and This Can't Be Yogurt (July, p. 2).

**Pesanelli, David:** Branch Planning and

Design With Marketing in Mind (March, p. 20).

**Pitner, Robert A.:** The Marketing Power of Special Events (June, p. 34).

**Pollard, Jack E.:** Corporate IDs: Translating Expectations Into Realities (February, p. 18).

**Raddon, Gary H.:** *Community Bank Update*; A Systematic Approach to Micro-computer Use (May, p. 6), Better Money Management: New Context for Product Strategies (December, p. 8), Focusing on the Retail Middle Market (February, p. 6), High-Touch Service for Higher Profits (August, p. 6).

**Raphel, Murray:** *Ad Techniques*; Direct Mail Revisited (November, p. 47), Headache Remedies (March, p. 24), K.I.S.S. and Tell (June, p. 44), K.I.S.S. and Tell (Part II) (August, p. 35), Laugh? I Thought I'd Buy (October, p. 66), Let Them 'See' Your Bank in Your Ads (May, p. 30), Off With Their Heads! (January,

p. 38), The Name Game (September, p. 33), Six Uses of Direct Marketing (December, p. 34), Three Direct Mail Success Stories (July, p. 44), Try Not To Miss the Obvious Solutions (February, p. 27), What They Meant To Do Was... (April, p. 32).

**Rosenberg, Richard M.:** *Officer's Perspective*; An Assessment of Two Historic BMA Leadership Decisions (September, p. 6), Post-December 14 Questions and Observations (April, p. 4).

**Ross, Richard B.:** Keeping Pace With the New Marketplace (August, p. 27).

**Rubenstein, James; Deutsch, Barry:** A Zeal for Marketing—and Winning (October, p. 49).

**Russell, Pat:** Profitability Turned 'Inside Out' at CEO Seminar (May, p. 25).

**Seiple, Brenda:** Inside a Winning ATM Promotion: A 'Quality Circle' of Employees (October, p. 34).

**Seitel, Fraser P.:** 10 Myths of Handling Bad News (May, p. 12).

**Seymour, Daniel T.:** The Trade-Offs of Focus Group Research (April, p. 19).

**Stachon, Richard A., and Raval, Vasant:** How Officers' Private Files Catch New Customers (April, p. 14).

**Valverde, Nelson A.:** Developing Profitable Strategies That Don't Box You In (June, p. 8).

**Wackowski, Sherry:** *Washington Report*; Check-Clearing Process Under Fire (August, p. 4), Proposed Legislation Could Mean 'Sky's the Limit' for New Products (October, p. 6), The Trend Toward Language Simplification (September, p. 2).

**Whittle, Jack W.:** *Community Bank Update*; Banking First, Marketing Second (September, p. 8).

## Subjects

### ADVERTISING

**Ad Techniques; Headache Remedies,** Murray Raphel (March, p. 24).

**Ad Techniques; K.I.S.S. and Tell,** Murray Raphel (June, p. 44).

**Ad Techniques; K.I.S.S. and Tell (Part II),** Murray Raphel (August, p. 35).

**Ad Techniques; Laugh? I Thought I'd Buy!** Murray Raphel (October, p. 66).

**Ad Techniques; Let Them 'See' Your Bank in Your Ads,** Murray Raphel (May, p. 30).

**Ad Techniques; Off With Their Heads!** Murray Raphel (January, p. 38).

**Ad Techniques; Try Not To Miss the Obvious Solutions,** Murray Raphel (February, p. 27).

**Ad Techniques; What They Meant To Do Was...,** Murray Raphel (April, p. 32).

**Current Bank Advertising; 1983 Best of Print Winners,** (October, p. 71; November, p. 51).

**Marketing News; Survey Hits Ad Research 'Gap',** (October, p. 83).

**Special Report; Advertising Conference; Heed The Consumer's Voice, Marketers Advised,** Sandra G. Carcione (June, p. 30).

### ADVISORY BOARDS

**Organizing a Business Development**

**Board That Really Does Its Job, Kim Dowell** (September, p. 21).

### AFFLUENT MARKET

**Have Banks Been Oversold on the Affluent Market?** Robert L. Kramer (March, p. 14).

**Marketing News; Bank of Dallas Woos Upscale With Flowers, Theatre Tickets,** (October, p. 83).

### ATMs

**Inside a Winning ATM Promotion; A 'Quality Circle' of Employees,** Brenda Seiple (October, p. 34).

**The Lobby ATM as Cost-Cutter,** James J. Allhusen and Richard K. Hite (February, p. 10).

**Marketing News; Ride on Famed Orient Top Prize in ATM Sweep,** (October, p. 83).

**MasterTeller - A 'Limited' Service on the ATM Scene,** George J. Fesus (January, p. 12).

**Officer's Perspective; How About Ice Cream, Coca Cola, Pizza, and 'This Can't Be Yogurt,'** Kenneth J. Pennebaker (July, p. 2).

### BANK MARKETING ASSOCIATION

**ABA/BMA: Affiliates,** (November, p. 10).

### BIOGRAPHIES

**Barry Deutsch; A Zeal for Marketing—and Winning,** James Rubenstein (October, p. 49).

**From Marketer to State Regulator—Overseeing Indiana's Financial Institutions,** Kathryn Oldfield (September, p. 24).

**Marketing News; Muller's Management Hat Fits Regulator Role,** James Rubenstein (April, p. 43).

### BRANCH OFFICES

**Branch Planning and Design With Marketing in Mind,** David Pesanelli (March, p. 20).

### BROKERAGE FIRMS

**Marketing News; Discount Brokerage Programs Are Stepped Up by Banks,** (April, p. 43).

**Marketing News; Brokerage Campaigns Accelerate with 'Tough' Sell,** (March, p. 39).

**Marketing News; Women 'More Skeptical' on Brokerage Image,** (August, p. 47).

### BUDGETING

**The Case for Capital Budgeting in Marketing,** Gordon B. Bleil (January, p. 9).

## CERTIFICATES OF DEPOSIT

Community Bank Update; Strategies Behind Tactics Determined Oct. 1 Results, Lawrence "Biff" Motley (November, p. 6).

Marketing News; Dereg Option: Pick-a-Term CD, (September, p. 45).

## CHECK COLLECTION SYSTEM

Washington Report; Check-Clearing Process Under Fire, Sherry Wackowski (August, p. 4).

## CHECK TRUNCATION

Marketing News; One-To-One Contact Sells Check Truncation, (February, p. 39).

## CHILDREN'S ACCOUNTS

Bucking the Trend—Idaho Bank Rounds Up Its Smallest Savers, Kathryn Oldfield (October, p. 43).

## COMPUTER SOFTWARE

A Marketer's Guide to Computer Software, (July, p. 15).

Why Marketers Need Software To Run the Show, Kathryn Oldfield (July, p. 13).

## CORPORATE IDENTIFICATION PROGRAMS

Ad Techniques; The Name Game, Murray Raphael (September, p. 33).

Corporate IDs: Translating Expectations Into Realities, Jack E. Pollard (February, p. 18).

Sharing Your Bank's Corporate Identity, Russell R. Anspach (October, p. 20).

Shaping Your Bank's Corporate Identity, Robert E. Lee (October, p. 21).

## CORPORATE MARKETING

Corporate Marketers Still in a Tight Squeeze, (July, p. 34).

Marketing News; Connecticut Bank Opens Business Planning Unit, (July, p. 55).

Marketing News; Corporate Marketers Pushing 'Selective' Segmented Approach, (April, p. 44).

## CUSTOMER RELATIONS

Community Bank Update; 'High Touch' Service For Higher Profits, Gary H. Raddon, (August, p. 6).

How To Get A Picture of Phone Service, James C. Neel (July, p. 23).

Marketing News; The CitiBank Experiment—A Trend or Faux Pas?, (June, p. 53).

## DELIVERY SYSTEMS

'Blue-Skying' On Technology and Marketing, Sandra G. Carcione (July, p. 38).

Special Report: Electronic Banking Conference: POS—New Battleground for the Payment System, Sandra G. Carcione (May, p. 21).

VISA's 'Electron' Cards Aims at Global Transactions, David A. Huemer (February, p. 15).

## DEREGULATION

Washington Report; Critical Difference Between Airline, Banking Deregulation, Phil Battey (December, p. 4).

Deregulation 'Has Only Just Begun'; U.S. Representative Douglas Barnard (June, p. 21).

The 80/20 Rule Under Deregulation, Jim Edwards (February, p. 22).

Washington Report; Proposed Legislation Could Mean 'Sky's The Limit' for New Products, Sherry Wackowski (October, p. 6).

## DIRECT MAIL

Ad Techniques; Direct Mail Revisited, Murray Raphael (November, p. 47).

Ad Techniques; Three Direct Mail Success Stories, Murray Raphael (July, p. 44).

## DIRECT MARKETING

Ad Techniques; Six Uses of Direct Marketing, Murray Raphael (December, p. 34).

Community Bank Update; Seven Steps for an Ongoing Direct Marketing System, Lawrence "Biff" Motley (July, p. 4).

## DIRECTORY

1983 Directory of Bank Marketing Services (January, p. 17).

## EMPLOYEE BENEFIT PLANS

Going That Extra Mile in Marketing 401(k) Plans—The Employee Communications Package, Henry Holtzman (July, p. 7).

## EMPLOYEE JOB TRAINING

Community Bank Update; How To Make Training Programs Pay Off, Douglas R. Hanks (June, p. 4).

## FINANCIAL COUNSELING SERVICES

Financial Self-Portraits: A Cost-Effective Way To Reach the Affluent Market, Lewis Mandell (March, p. 9).

The Money Manager—A 'Far-Out' Success, John M. Olafson (August, p. 20).

Word from the Trenches on Financial Planning: 'A High-Powered Weapon To Capture the Middle Market,' Sandra G. Carcione (November, p. 34).

Why Banks Have Edge in Financial Planning Service, Marilyn MacGruder Barnewall (November, p. 29).

## FORMS

Washington Report; The Trend Toward Language Simplification, Sherry Wackowski (September, p. 2).

## FUTURE AND TRENDS

Naisbitt Forecasts Cultural About-Face for Banks, Charles E. Bartling (June, p. 38).

## HOME BANKING

Marketing News; Banking at Home Is Found To Be Most Popular Videotex Service, Research Project Shows (January, p. 33).

## INTERNATIONAL BANKING

Washington Report; How New Maryland Bank Carves Out International Niche, Diana Cunningham (November, p. 4).

## LONG-RANGE PLANNING

Developing Profitable Strategies That Don't Box You In, Nelson A. Valverde (June, p. 8).

How To Develop High-Yield Strategies, Roger D. Blackwell (May, p. 16).

Special Report; Research & Planning Conference (July, p. 41).

## MANAGEMENT

Issues Management—New Tool for New Times, William C. Ashley (August, p. 10).

## MARKET RESEARCH

How to Boost the Rate of Return on Direct Mail Surveys, Jack B. Eastman (September, p. 16).

Keeping Pace With the New Marketplace, Richard B. Ross (August, p. 27).

The Mail Survey—More to it Than Counting the Returns, Thomas J. Cosse and Bob S. Hodges III (April, p. 10).

The Trade-Offs of Focus Group Research, Daniel T. Seymour (April, p. 19).

When Your Survey Gets Hauled Into Court, Robert Ladner (December, p. 00).

## MARKET SEGMENTATION

Developing a Niche Strategy, William J. Klaisle (December, p. 00).

Officer's Perspective: Segmentation in a 'Park Without Fences,' Smith W. Brookhart (June, p. 2).

## MARKETING DEPARTMENTS

Community Bank Update; Banking First, Marketing Second, Jack W. Whitte (September, p. 8).

## MICROCOMPUTERS

Community Bank Update: A Systematic Approach to Microcomputer Use, Gary S. Raddon (May, p. 6).

## MIDDLE INCOME MARKET

Community Bank Update; Focusing on the Retail Middle Market, Gary H. Radon (February, p. 6).

## MONEY MARKET DEPOSIT ACCOUNTS

How Florida National Marketing Team Mined MMA 'Gold', William Curtis, Jr. (March, p. 18).

Marketing News; High Rate on MM Accounts Draws Influx of New Deposits (February, p. 39).

Marketing News; Many Investors Missed by MMDAS, Study Claims (July, p. 55).

Marketing News; MMDA as IRA—Builder May Be Dereg Outcome (November, p. 65).

## OFFICER CALL PROGRAMS

How Officers' Private Files Catch New Customers, Richard A. Stachon and Vasant Raval (April, p. 14).

## PREMIUMS

Premiums on Hold, But Making New Strides, Kathryn Oldfield (August, p. 16).

## PRICING

Pricing and Decision Making: Front and Center, Gordon B. Bleil (April, p. 24).

## PROFIT PLANNING

Special Report: CEO Seminar; Profitability Turned 'Inside Out', Pat Russell (May, p. 25).

## PUBLIC RELATIONS

Special Report: PR Conference; Hard-Ball Time for Public Relations, Charles E. Bartling (June, p. 42).

## PUBLICITY

10 Myths of Handling Bad News (And Better Ways To Manage a Crisis) Fraser P. Seitel (May, p. 12).

## RETAIL CASH MANAGEMENT SERVICES

Community Bank Update; Adding Asset Management To Product Plan, Lawrence "Biff" Motley (January, p. 6).

Community Bank Update; Putting Together an Asset Management Account, Lawrence "Biff" Motley and John Jilek (April, p. 8).

## SALES MANAGEMENT

How To Use Trade Shows To Sell Financial Services, James H. Hillestad (December, p. 00).

Marketing News; Banks' Competitive Edge Calls for Personal Selling, Says PR Exec. (August, p. 47).

Sales Management Update; Selling in the Middle Market, E. Laird Landon (December, p. 00).

What It Takes To Transform Your Bank Into a Vibrant Sales Organization, Tom Ficquette (September, p. 10).

## SALES TRAINING

Basic Training in Bank Sales, John L. C. Laslie (November, p. 22).

A Speedy Way to "Reach Out" and Teach Employees; Teletraining, Marlene McDaniel and Virginia Ostendorf (November, p. 42).

## SMALL BUSINESS

Making a Pitch for Small Business: Two Banks That Scored (In Oregon), Kathryn Oldfield (July, p. 31).

Making a Pitch for Small Business: Two Banks That Scored (In Wisconsin), Kathryn Oldfield (July, p. 30).

## SPECIAL EVENTS

The Marketing Power of Special Events, Robert A. Pitner (June, p. 34).

## STOCKHOLDERS

Community Bank Update; Marketing to Shareholders: Management's Best Defense Against Acquisition, Douglas R. Hanks (October, p. 12).

## TELEMARKETING

Marketing News; Telemarketing—A Live-Wire Sales Tool, (January, p. 33).

## TELEPHONE ETIQUETTE

How to Get a Picture of Phone Service, James C. Neel (July, p. 23).

## TELLERS

Marketing News; The CitiBank Experiment—A Trend or Faux Pas? (June, p. 53).

## TRUSTS

Breaking the Referral Barrier Inside the Bank, Bruce C. Farrell (May, p. 8).

## WITHHOLDING

Community Bank Update; Withholding at Source: 1983's Golden Opportunity, Douglas R. Hanks (March, p. 6).

Marketing News; TEFRA Pressed Banks To Set Up New Customer Programs, Policies, (May, p. 33).

